

**PAIER COLLEGE OF ART, INC.**  
**Hamden, Connecticut**

**STUDENT COURSE OUTLINE**

**COURSE TITLE:** Publication Design I

**COURSE NO:** GD421

**SEMESTER HOURS:** 2

**CLOCK HRS PER WK:** 3  
1 Hr Lecture / 2 Hrs Studio

**SEMESTER:** Fall 2015

**INSTRUCTOR:** Richard Brassil

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**COURSE DESCRIPTION:** For the advanced student. The creative and mechanical requirements of magazine, newspapers and in-house organization design and production. Prerequisite: 3<sup>rd</sup> year graphic design program.

**COURSE OBJECTIVE:** To broaden student's knowledge of solving design problems presented by different print media. Emphasis will be place on presenting information and graphics in a clear, concise, inviting fashion to the reader, while providing maximum visual impact, utilizing the five basic elements of design: Balance, Proportion, Emphasis, Sequence and Unity..

- TOPICAL OUTLINE:**
1. Redesign existing publication:  
Weeks 1-5 are devoted to the redesign of a portion of an existing publication. Existing publication provides content for assignment.  
Object: Student attempts to improve upon existing design. To do so he or she must make detailed analysis and learn in the process of doing so. Finished assignments may be judged and commented upon by outside professional.  
Week 1: Concept roughs.  
Weeks 2-4: Tissue layouts (pencil) and marker dummy.  
Week 5: Evaluation and discussion.
  2. A consumer magazine special supplement designed for a given topic:  
Major concerns – theme/mood, and information communicated via entertainment.
  3. Cover and spread design for a special interest magazine:  
Opportunities, needs and student awareness of trade and other specialty publications is the intent of this assignment.
  4. Conceptualizing and designing of an instructional publication geared for use at the grade school level:  
Assignment introduces students to the large educational segment of the publications industry.

**TEXTBOOK:** Selected handouts from various textbooks as chosen by instructor.

**COURSE MATERIALS:** \* one (1) tracing pad 19" x 24"  
\* one (1) tracing pad 14" x 17"  
Other tools or materials required should already be among student's supplies.  
Approx. cost \$15.00

Macintosh laptop computer requires, with Adobe Photoshop, Illustrator and Adobe InDesign and appropriate transport medium, such as jump drives or CDS

**ACADEMIC EXPECTATIONS:**

- \* All assignments are done both in class and at home. (students have the option of executing assignments via computer or conventional methods. ALL assignments will require in-class conceptual roughs and planning.)
- \* Students must report to class equipped with necessary tools and materials.

**Grading:** 40% quality of work done  
40% on effort expended  
20% on class attendance and attentiveness

**Make-up:** When absent from class, it will be the student's responsibility to acquire assignment information from a fellow student or the instructor (either in person or by phone). Only in extreme cases will make-up work not be subject to a grade reduction.

**Attendance:** Attendance is taken in all classes. Two excused absences are allowed in a two-semester hour class, three in a three-semester hour class, etc. Medical and all other absences must be documented or they will be treated as unexcused absences. Students are required to appear promptly for their classes. Arrival of five minutes after starting time will result in being marked late. Three accumulated latenesses per semester will count as one absence. For more information on attendance, consult the student handbook.

**BIBLIOGRAPHY:**

Roy Paul Nelson - Publication Design  
John Newcomb - The Book of Graphic Problem Solving

Magazines: - Print - Communication Arts

**AND THE COUNTLESS EXAMPLES OF PUBLICATION DESIGN ALL ABOUT YOU!**